Improving Tourism Publicity

1167. SHRI AKHILESH DAS: Will the Minister of TOURISM be pleased to state the steps being taken by Government during the last one year to improve the tourism publicity?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND MINISTER OF TOURISM (SHRI SRIKANTA JENA): During the last one year, efforts have been made to produce high quality publicity material. These include brochures on Indian Classical Dances & Music, Wildlife, Calcutta- Bhubaneswar-Puri-Konarak circuit and India by Rail which have already been produced. The print programme involves the printing of the following brouchures during the current financial year:

(i) Fairs & Festivals

(ii) Shopping

(iii) Trekking

(iv) Rajasthan Desert circuit

(v) Agra-Orchha-Gwalior- Khajuraho-, Panna circuit

(vi) Kerala circuit

The following films have been produced during the last one year:

(1) In the footsteps of the Buddha

(2) Land of Emerald Hues—A film on the North East

(3) Waters of Life

The Department of Tourism has also established a web-site on Internet for providing information about Indian tourism through the net. The overseas offices of the Department are undertaking various activities to improve tourism publicity. As a result tourist arrivals to India grew at a rate of 7.7% during 1996.

Development of Tourism in hilly region of Uttar Pradesh

1168. SMT. JAYAPRADA NAHATA: Will the Minister of TOURISM be pleased to state:

(a) steps taken to boost tourism in the hilly region of Uttar Pradesh; and

(b) the details of development work proposed to be taken this regard?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND MINISTER OF TOURISM (SHRI SRIKANTA JENA): (a) and (b) The Department of Tourism has set up a Task Force for the Development of tourism in Himalayan region including the hilly region of Uttar Pradesh. The Department of Tourism provided Central Financial assistance to Uttar Pradesh for the following projects located in the hilly region:—

1. Tented accommodation at Nand Paryag.
2. Triveni Ghat at Rishikesh
3. Water sports equipments
4. Motel at Daula Devi

For the year 1996-97 the following projects/ activities have been identified for Central financial assistance to Uttar Pradesh for the hilly region;

1. A reception Centre at Rishikesh
2. Aero sport activities at Jully Grant
3. Skiing equipment for Auli
4. Water Sport equipment at Nanak Sagar
5. River Rafting equipment.

12.00 NOON

[The Deputy Chairman in The Chair]

PAPERS LAID ON THE TABLE

Report and accounts (1995-96) of National Institute for the Orthopaedically Handicapped, Calcutta, Institute for the Physically Handicapped, New Delhi; National Institute of Rehabilitation Training and Research Cuttak and related papers

THE MINISTER OF STATE OF THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI SALEEM IQBAL SHERWANI): Madam, on behalf of Shri Balwant Singh Ramoowalia,

I lay on the table, a copy each (in English and Hindi) of the follwing papers:

(i) (a) Annual Report and Accounts of the National Institute for the Orthopaedically Handicapped, Calcutta, for the year 1995-96, together with the Auditors' Report on the *Accounts*